**Any udder ideas?**

The choices that can be made in relation to HEADINGS.

* Recycling symbol in heading
* Relaxed/informal/playful font
* Play on words which poses a question
* Contrast green and white.

How do these various choices carry differences or nuances of meaning?

* Leading question/milk/cows
* Asking us to solve a problem

Why might composers deliberately consider their options in relation to headings?

* Attract interest; suggest meaning; relate ideas

Why might it be important to teach students about these deliberate choices?

* To aid their understanding of the purpose of the text.

Is the text a discrete piece of writing or does it have different elements, preambles, introductions, “calls to action”, explanations etc? Do students understand the purpose of different parts of the text and its layout or do they only consider the main “chunk” of text?

* Many different elements

Does the text mix:

* Numbers and words? Y
* Colours? Y
* Fonts? Y
* Backgrounds? Y
* Text and images (including graphs, diagrams, maps, tables, photgraphs, illustrations)? Y
* Cross-sections or bird’s ey views in images? N
* Split images? N
* Size of text? Y
* Italics, bold, underline, Capitals and/or a mixture of these?
* Text boxes?
* If so, how is the eye led or the reader engaged, positioned or influenced?

Are dot points used? No

Are logos and/or symbols used? Yes

Are there borders? Do they carry a theme or frame the text in colours? Yes